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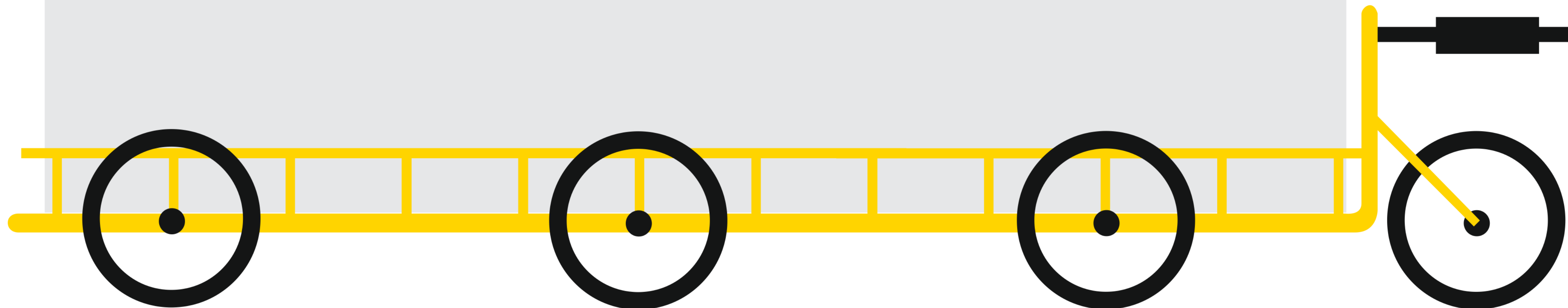


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Lee Pugh

Founder

Colchester E-Cargo

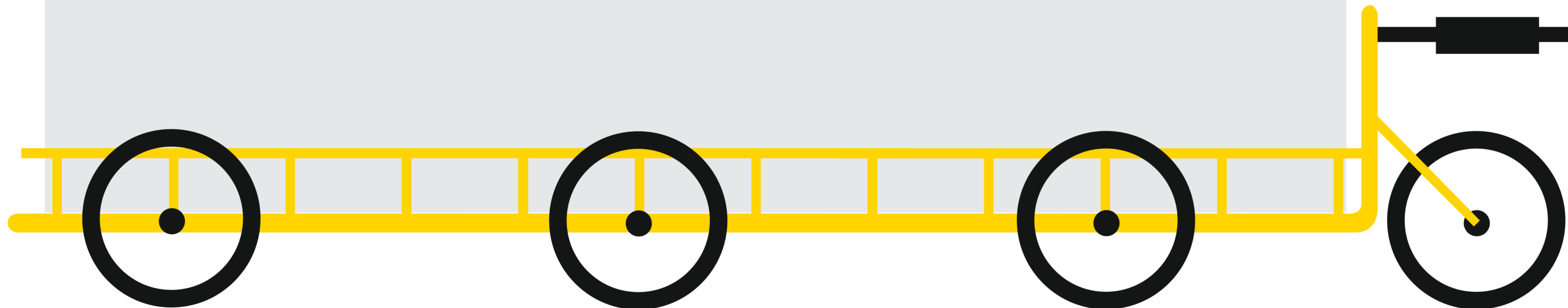


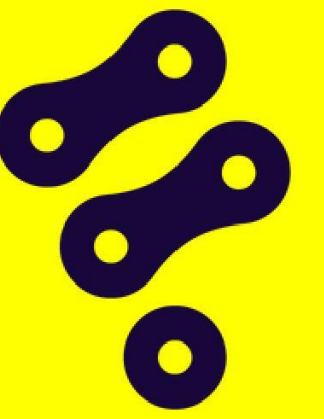
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Jeyda Heselton

Co-Founder

fettle

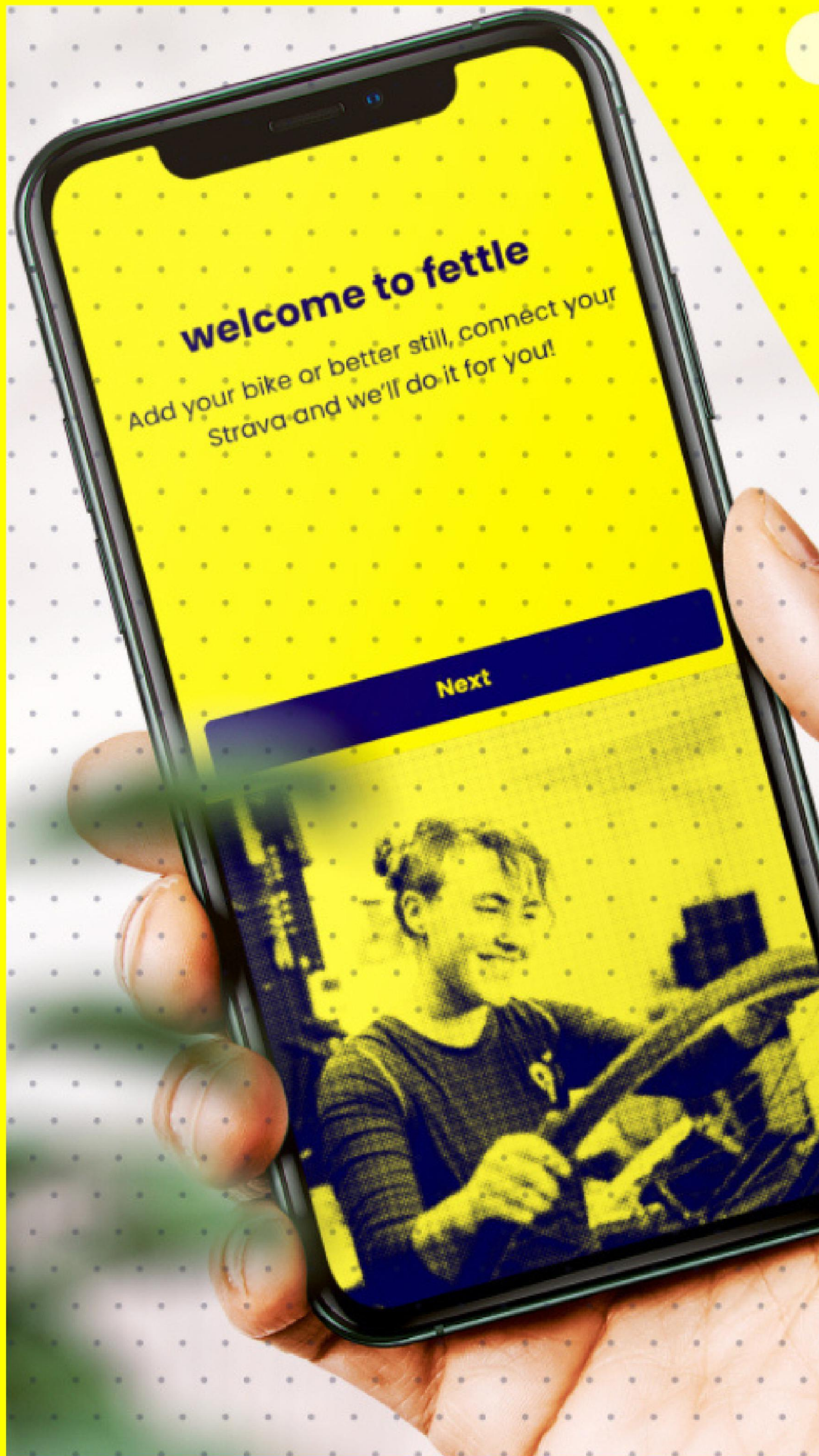




How to help cargo bike servicing succeed

An industry view

Jeyda Heselton, Founder of Fettle



Accessible aftercare for all!

Cargo bike servicing requires a decent amount of space and we should aim to ensure as many businesses and households can access aftercare as possible.



Without scale, we fail

Scaled operations, like we see in the automotive industry, are far more efficient than what we currently have in the cycling sector. Let's normalise cargo bikes as they're far more likely to succeed with more people riding them.



Flexibility is the secret weapon of resilience.

Clients with fleets of multiple cargo bikes have varying needs and the best way to support them is through flexible operations.



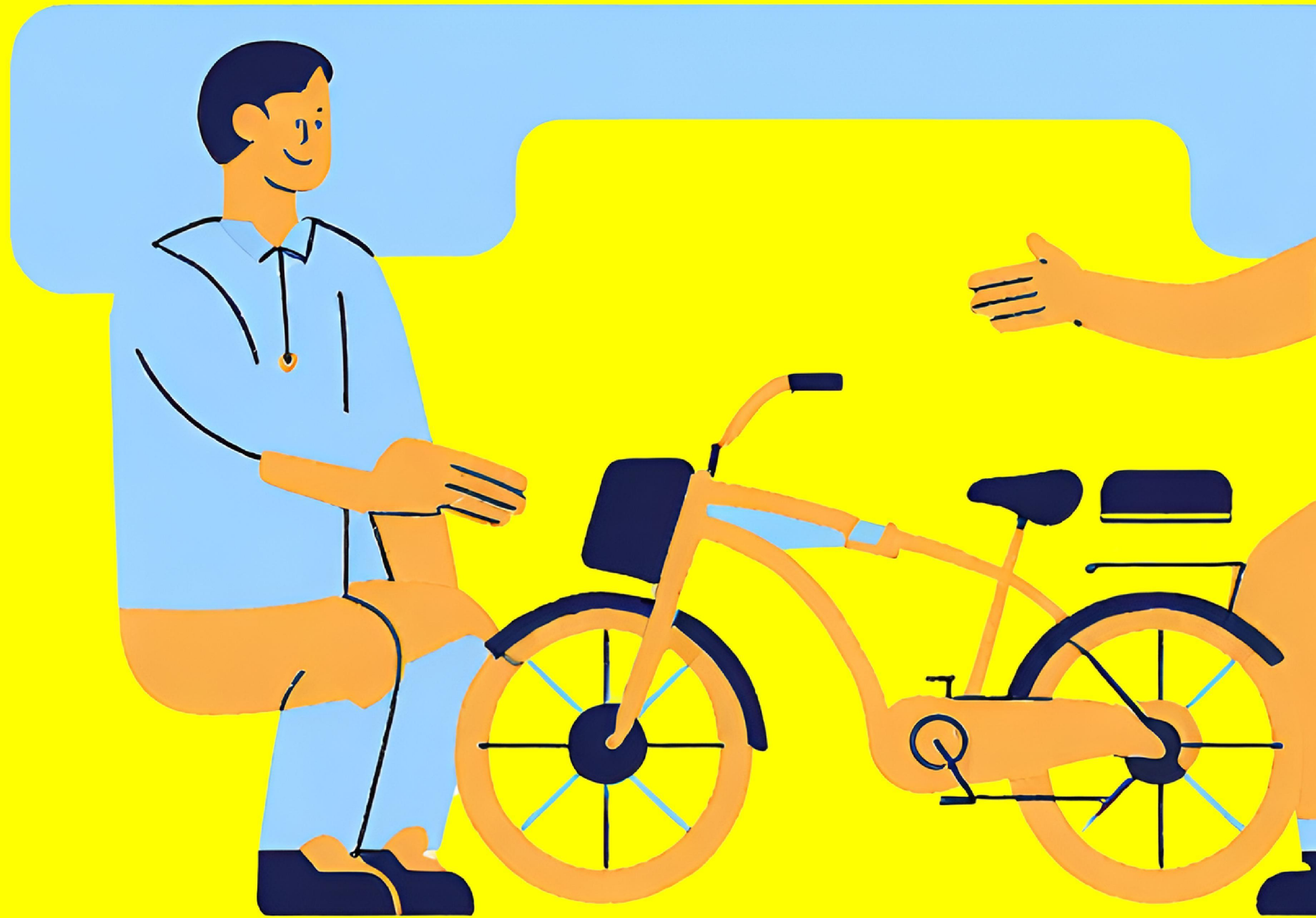
Get the skills to pay the bills.

Detailed, widely available training programmes both focusing on specific vehicles and general principles (like electronics) will help ensure the UK's workforce can support the growth in cargo bikes.



Stability is everything.

Building certainty into products, processes and pilots will help ensure successful adoption.



Focusing on these five building blocks for servicing will support the success of cargo bikes

- Make sure aftercare is accessible
- Offer nationwide support
- Be flexible to client's needs
- Upskill the workforce
- Build stability into operations



Thank you

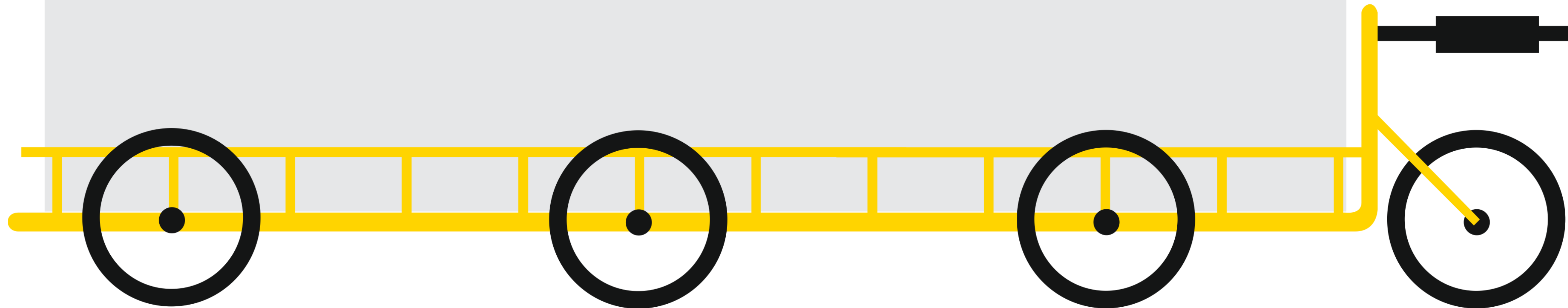
The KwikFit logo is displayed on a blue background. It features the word "KwikFit" in a white, italicized sans-serif font, followed by an orange chevron pointing to the right.

**For any cargo bike servicing questions, reach out to
jeyda@fettle.cc / Damien-rigby@kwik-fit.com**

Tristan Allen

Partner

Fully Charged Silverstone





FULLY CHARGED
SILVERSTONE

Who is 'infrastructure' for?

Tristan Allen, Partner

WHO ARE WE?

Based on Silverstone's iconic race circuit,
we're a dedicated eCargo bike outlet serving the Midlands, UK



IDEALISED OUTCOMES

Most case studies feature infrastructure development in urban areas



IDEALISED OUTCOMES

We all love the idea of the Built Environment being developed for eCargos and cyclists more generally, but...



OUR CONTEXT IS DIFFERENT...

In rural areas –
speed is a barrier

We cycle in a 60mph environment

Emerging urban 'efficiency' standards
do not translate easily to a mixed
urban/rural environment

10mph – 12mph in larger towns is not
our norm

Air quality and employee well-being
have less 'pull'

Rural and low-rise building gives the
impression of distance



DIFFERENT LANDSCAPES AFFECT PERCEPTIONS

If you can see a long way, it feels like a long way



STANDARD ARGUMENTS FOR FAMILY ECARGOS

01 No more time stuck in traffic

eCargo bikes reduce waiting time in traffic, and allow you and the kids to feel more free!

02 Zero Emissions

eCargo bikes are 90% less polluting than a diesel SUV and a third less than an electric SUV

03 Fitness and Adventure

Get off the beaten track. Go places you wouldn't normally.

04 Reduce Running Costs

eCargo bikes are an excellent way to save thousands of pounds every year on costs related to transportation

05 Make the most of your day

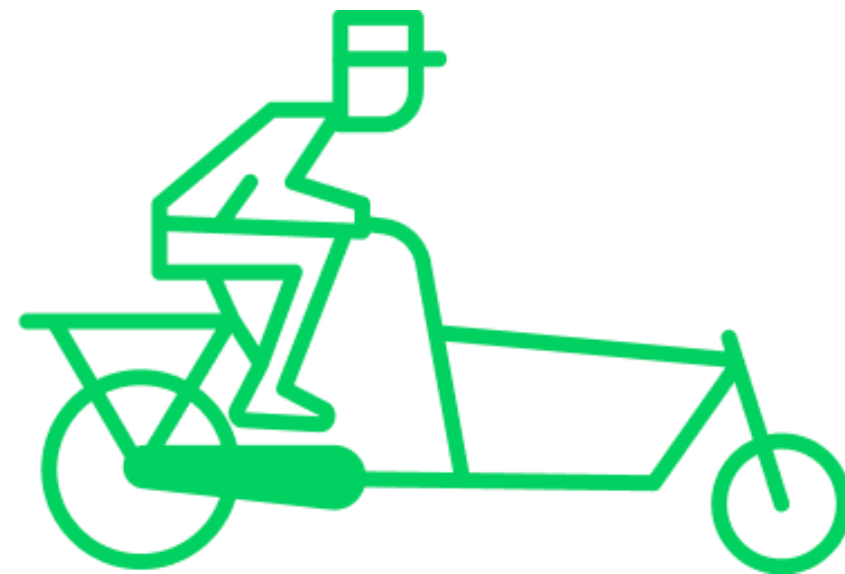
Find yourself having more time in the day to do the things you want and need to, all by having a cargo bike.



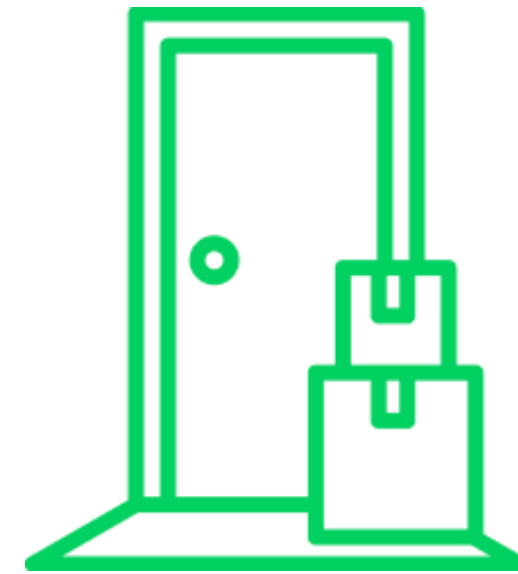
WHY ARE THEY SO POPULAR FOR BUSINESS?



Go
Green!



Own Your Logistics



Increase
Efficiency



Happy, Healthy
Riders



Reduce
Costs

OUR CONTEXT IS DIFFERENT...

Market towns

This video was National Cycling To Work Day 2023

Where will cycling infrastructure go?

Journeys between towns commonly involve navigating an A road

Minor road junctions cross A roads

Recent Highway Code changes are not widely known of

Little incentive for less-engaged families to consider an eCargos





FULLY CHARGED
SILVERSTONE

WHAT CAN MAKE A DIFFERENCE?



WHAT COULD BE DONE DIFFERENTLY?

Data and collaboration

There are so many sources and caches of journey data stored

Every shared bike and scooter platform records journey and location data

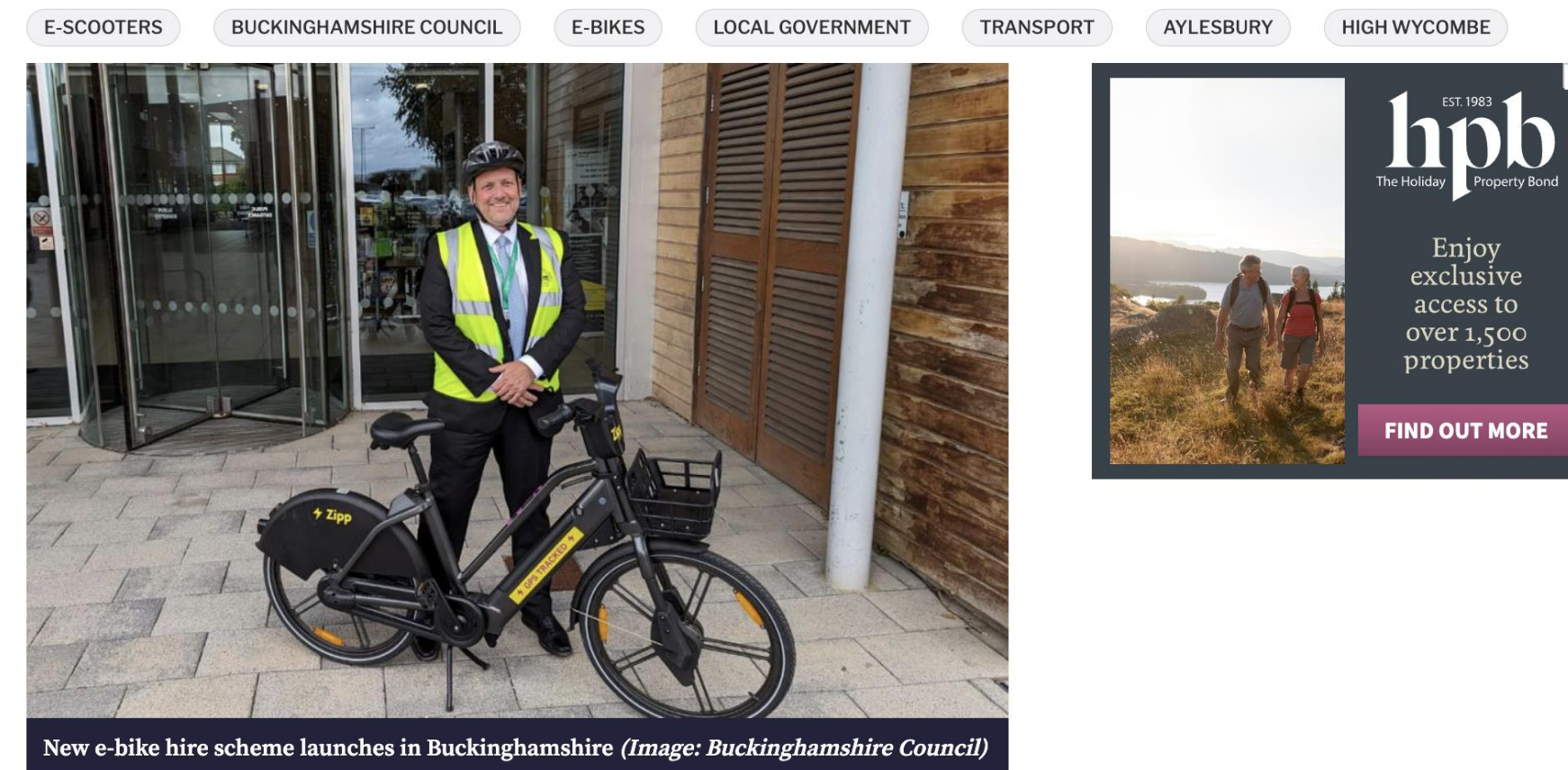
Every local authority offering loans bikes records journey data

A tiny proportion is aggregated and used collaboratively

Is it made best use of?

Bucks Council launches new e-bike scheme in Wycombe and Aylesbury

10th July 2023



BICESTER VISION
Community Interest Company

Bicester Bike Loan Scheme

Bicester Green, a local award winning social enterprise, is looking for a partner to help deliver its successful bike loan scheme.

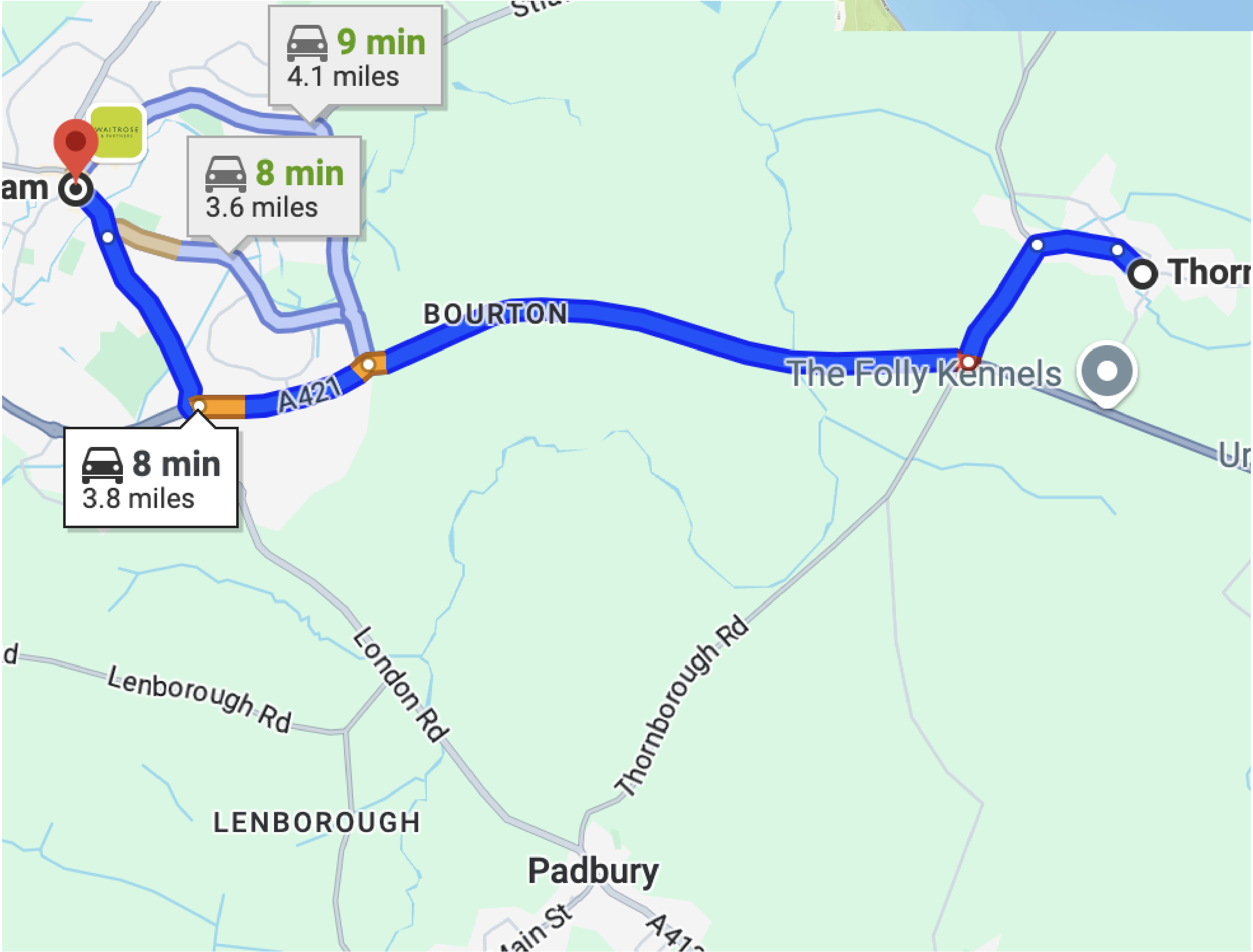
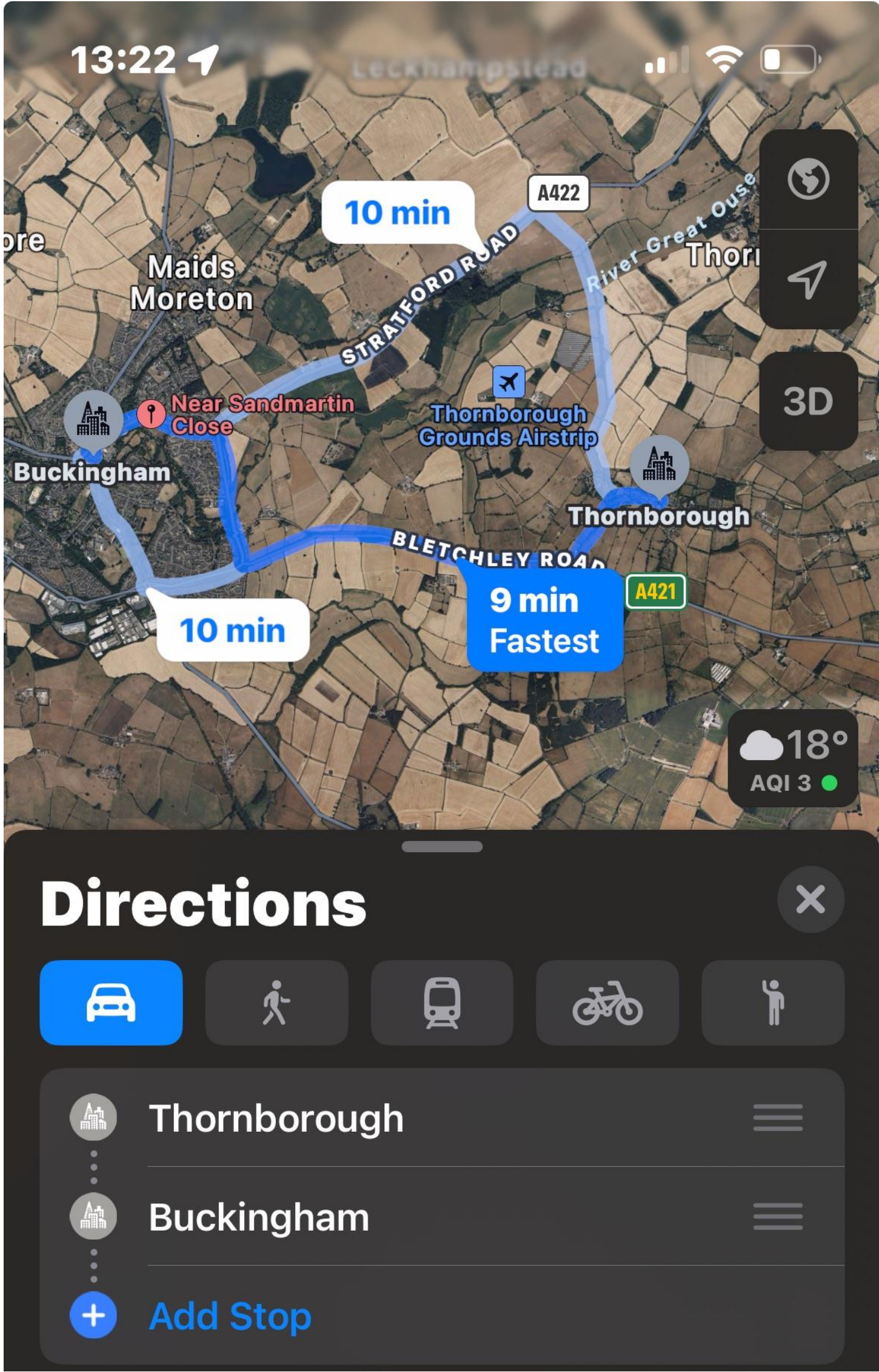
MK **Milton Keynes**
City Council

Council extends free electric bike loans



DATA AND COLLABORATION

Mapping apps could prioritise cycle routes



REPEAT THE BENEFITS

The average cost of operating a car every year in the UK is £3556

- Purchase/depreciation each year
- Petrol/diesel
- Car insurance
- Repairs and servicing
- Road tax
- Parking fees, tolls, permits
- Fines

London is just one city that has imposed LEZ zones.



ILLUSTRATE THE WIDER OPPORTUNITY...

OXFORD CANAL PATH

LENGTH OF JOURNEY



1 hour

KEY ATTRACTIONS

The Oxford Canal starts at Hythe Bridge, just a few minutes from the city centre and railway station. Built over 200 years ago, dug by hand, it flows north out of the city, through Banbury, and all the way to Coventry. It is now managed by the Canal & River Trust.

RECOMMENDED BIKE

Urban Arrow Family
Tern GSD

NEAREST ELECTRIC BIKE SHOP : Fully Charged Silverstone

EXPLAIN HOW TO CHOOSE...



WHICH eCARGO BIKE IS BEST FOR MY FAMILY?

Fully Charged stock
a selection of the world's
best electric cargo bikes

Here we guide you through
the pick of the bunch...

OFFER CLEVER WAYS TO BUY

- To find out about our Cycle to Work scheme providers, and how you can save up to 47% (!) of the cost of your cargo bike, please click [here](#).
- To find out about our tailored finance packages, including 0% APR over 12 – 24 months
- Subscribers to our newsletter can have the chance of gaining exclusive incentives, offers and credit options to purchase products. To sign up to our newsletter click [here](#).
- To find out what the annual cost of operating an eBike is, read our article [here](#).



PROVIDE ACCESS TO INSURANCE

Do you need eBike insurance? Well, actually, eBike insurance is not compulsory, but we do strongly advise you take out a policy so you're covered.

We have partnered with award winning bike insurance company Laka.

Laka's collective cover is made for cyclists, for life on and off your bike!

-> eBike insurance plans

-> £0 excess

-> Leave at any point with no extra charges.

You can **claim 30 days free insurance cover** when buying an eBike through Fully Charged just by using our unique discount code. To find out more check out our insurance page [here](#).



ADDITIONAL SERVICES

Raise awareness and promote confidence



THANK YOU

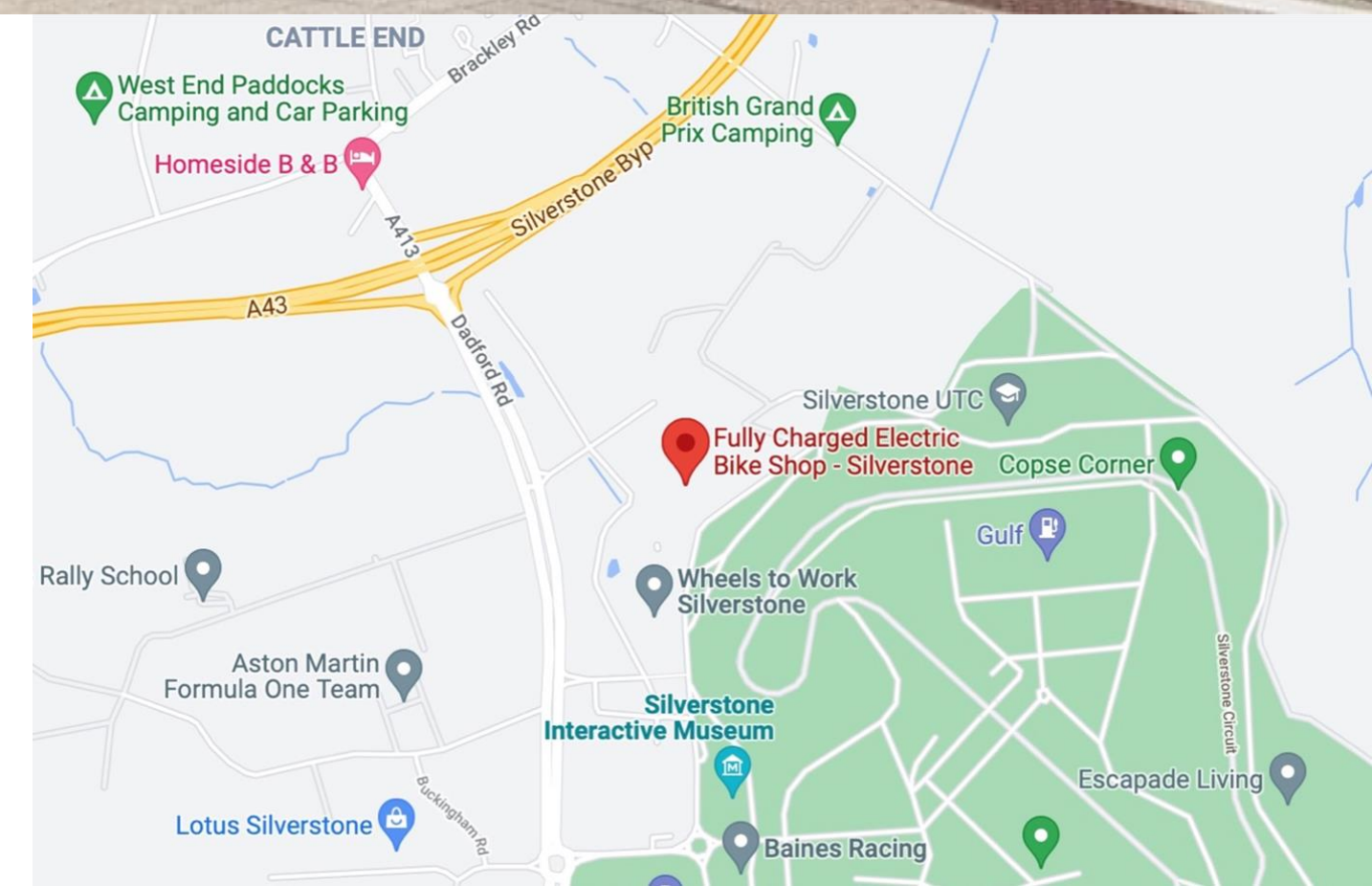
CONTACT

Tristan Allen

Call: 01865 522 122

Email: silverstone@fullycharged.com

Visit: www.fullycharged.com/silverstone

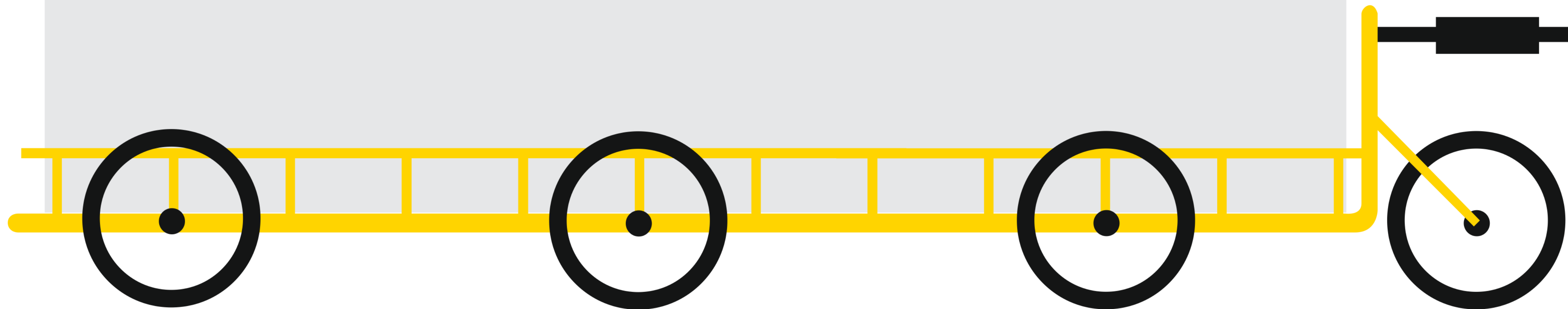


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Deepanshu Sahni

Chief Technology Officer

ecofleet





The Last Mile Solution

CARGO BIKES FOR STREAMLINING HEALTHCARE DELIVERIES

THE CHALLENGE

The Last Mile Bottleneck

- Traditional delivery methods face challenges in urban areas.
- Traffic congestion delays deliveries and hinders timely medication access.
- Parking limitations and inefficient routes slow down the process.





THE SOLUTION

Cargo Bikes for Efficient Deliveries

- Cargo bikes offer a fast and efficient alternative for healthcare deliveries.
- Their compact size allows them to navigate traffic and congested streets with ease.
- Parking becomes a non-issue as cargo bikes can park in designated bike racks or areas.

B E N E F I T S F O R P H A R M A C I E S

Increased Efficiency and Customer Satisfaction

Faster deliveries lead to improved patient satisfaction and loyalty.

Reduced reliance on traditional delivery methods translates to cost savings.

Cargo bikes project a positive, eco-friendly image for the pharmacy.

BENEFITS FOR CLINICS AND LABS

Faster Test Results and Improved Patient Care



Faster deliveries of blood samples and medications expedite lab testing.



Labs receive samples quicker, leading to faster turnaround times for test results.



Improved communication between labs and clinics enhances patient care.

BUILDING A
HEALTHIER CITY

The Eco-Friendly Advantage

- Cargo bikes are zero-emission (or low-emission for electric models), reducing air pollution.
- Less traffic congestion leads to cleaner air and a healthier urban environment.
- Cargo bikes contribute to a more sustainable future for healthcare logistics.



CONCLUSION

Cargo Bikes – The Future of Streamlined Healthcare Deliveries

- Cargo bikes offer a win-win solution for pharmacies, labs, patients, and the environment.
- Patients receive medication quickly, enhancing their experience and overall care.
- Faster deliveries, improved efficiency, and cost savings benefit pharmacies and labs.
- Reduced emissions and a cleaner urban environment contribute to public health.

Thank You!

NATIONAL CARGO BIKE SUMMIT

10TH OF MAY | KIA OVAL LONDON





Contact

Get in touch with ecofleet to discuss how we can provide fast, reliable, and sustainable delivery tailored for your business needs.



+44 203 982 3266



info@ecofleet.co.uk



www.ecofleet.co.uk

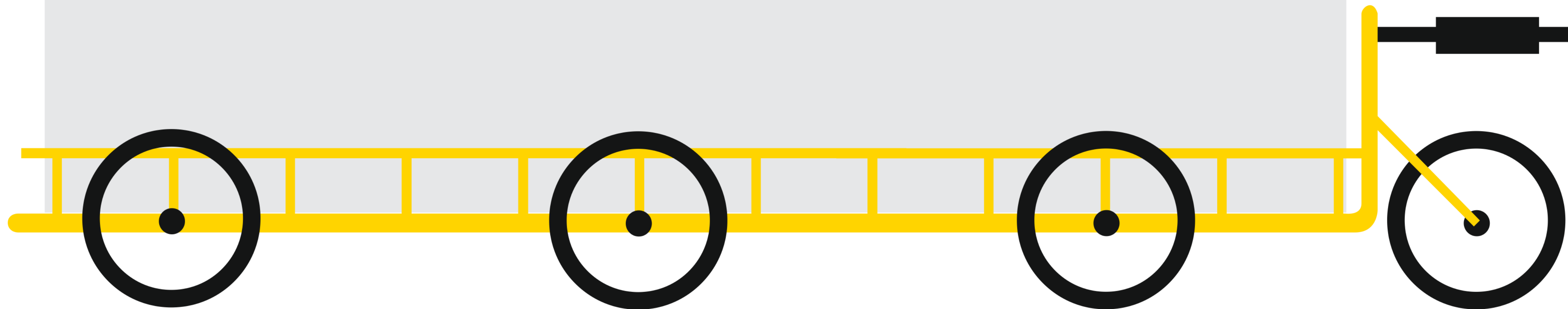
Let us know your delivery requirements and get a customised quote for our eco-friendly services. Contact us now!

Thank you !

Anthony Lau

Founder & Design Director

Cyclehoop



cyclehoop

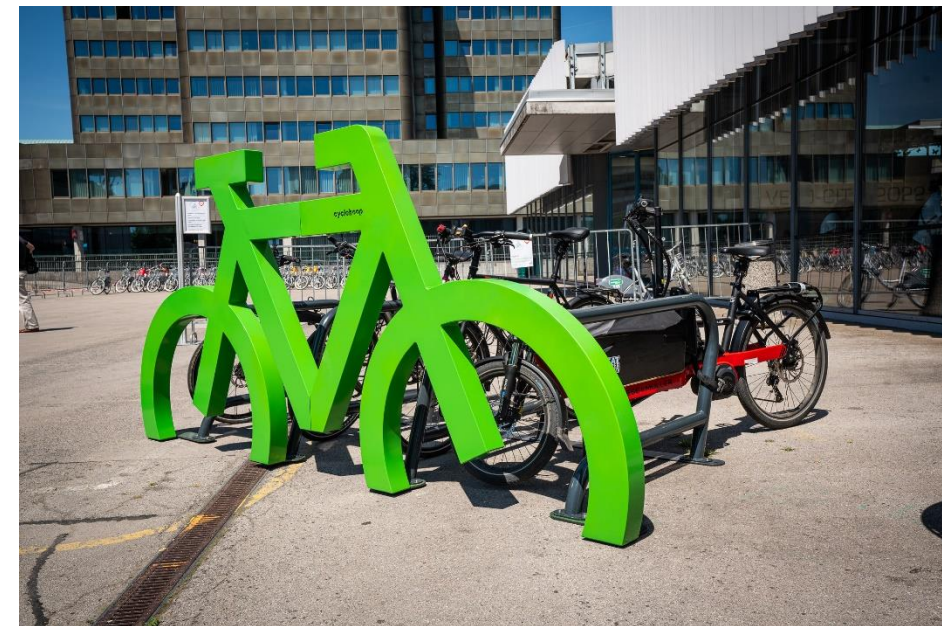
Boosting cargo bike usage for residents and businesses



Friday, 10 May 2024

cyclehoop

Cyclehoop Boosting cargo bike usage for residents and businesses



cyclehoop



Westminster residential Cargo Bikehangar

- Installed December 2023
- Part of London Borough of Westminster's residential Bikehangar scheme
- Occupied by two Cargo Bike users





Glasgow short-term Cargo Bikehangar

- Launched September 2023
- Available for public booking via the Cyclehoop App
- Bespoke lock mechanism
- UCI Stripe graphic to coincide with the Cycling World Championships
- Adjacent to transport links and commercial centre
- Glasgow Cargo Bike library scheme run by cycling charity Bike for Good



Community cargo bike share schemes

Altrincham Business Improvement District Manchester

- Cargo Bikehangar Installing summer 2024
- Electronic access
- Available to Altrincham BID Members
- Cargo bike hire included

Low Carbon West Oxford

- Cargo Bikehangar Installing summer 2024
- Situated at a community centre
- Available to residents



Tower Hamlets Cargo Bikehangar for business

- Installed April 2024 for London Locks
- London Locks are a green business, operating a fleet of e-cargo bikes
- Funded by Tower Hamlets council





THE LITTLE DRIVER

TEXACO



TEXACO

Unlimited
Lite
Dial
Lite

ASDA
Express

Open 24 hours

COSTA
COFFEE

BE
EXPERIENCE
IT YOURSELF
07970 432 400
www.beside.co.uk

PEDESTRIANS
push button and wait
for signal opposite

Rob Morton Tower Hamlets

In 2013, we designed and developed the Bikehangar as a secure cycle parking solution for those with limited outdoor storage space. This was first introduced to Lambeth Council



cyclehoop

Bring on the cargo
bike revolution!

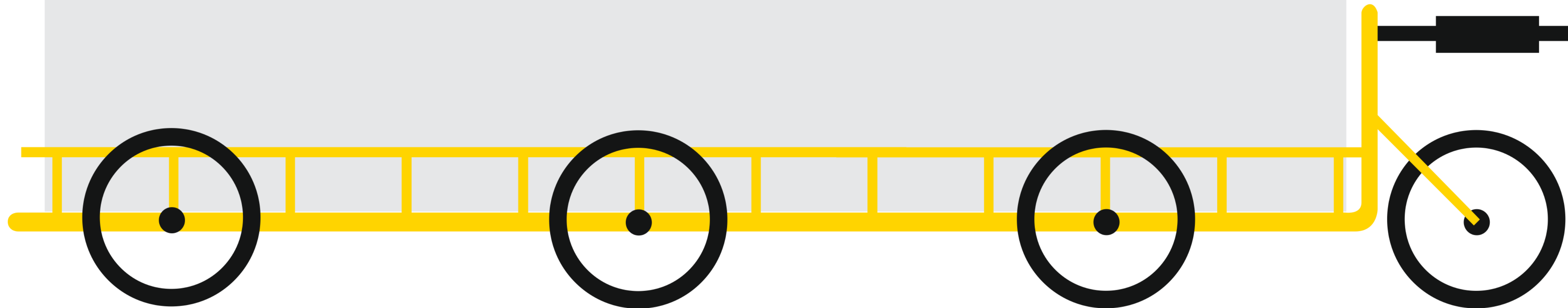


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Libby Ranzetta

Director

EcoCarriers, Bury St Edmunds



Outside the metropolis

How do town-based cargobike delivery services survive?

Libby Ranzetta
EcoCarriers Bury St Edmunds



Matt Whittaker
Keert.



Lee Pugh
Colchester eCargo



Challenges

- Lower population density
- Higher car ownership
- Fewer constraints on drivers eg LEZ, LTN, pedestrianisation, congestion charge
- Towns designed for drivers eg parking, poor public transport, poor cycling infrastructure
- Rural hinterland



Survival strategies

- Flexible workforce including volunteers
- Diversification
- Not-for-profit
- Grant/charitable funding



Proposals

- Limiting access to motor vehicles for town centres
- Large organisations walking the walk
- Grants that reflect the contribution cargobike services can make to emissions targets etc
- Enforcement of ebike regulations
- Concerted action eg combined back office functions, group purchasing etc



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Lee Pugh, Founder, Colchester E-Cargo

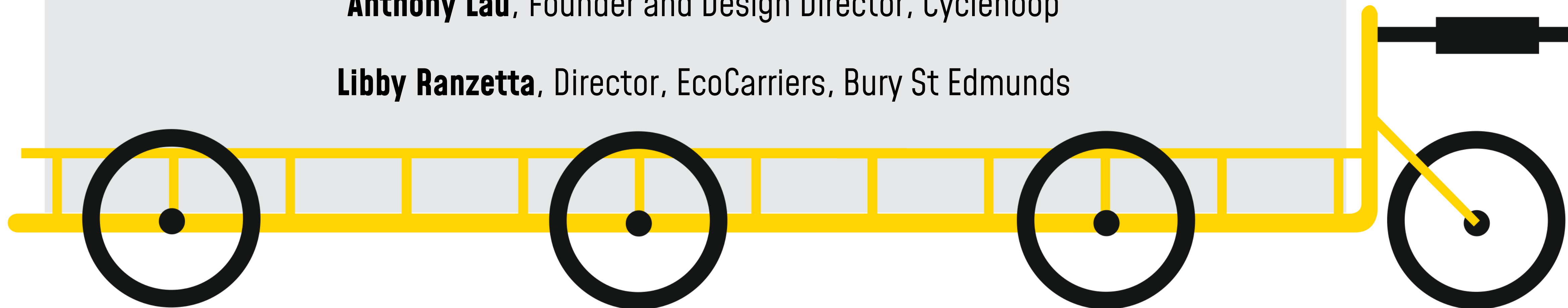
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